Philip Morris Promotional Fulfillment
Coupon/Sticker UPC Data Sheet and Order Form

Use this form to provide the information about a program which will include coupons or stickers as well as a request for a UPC Code assignment and art. Send this form to the PM Promotional Fulfillment Assistant, 120 Park Avenue - 7th Floor, New York, New York 10017. Telephone (212) 878-2027 with questions. All information must be provided before a UPC code will be issued.

Today's Date: 5 / 31 / 95	UPC Size %: 100	UPC CODE: _____
Prepared By: _____	Ext: _____	OVERNIGHT DELIVERY: ☐ YES ☐ NO
Send UPC To: Name: _____	Address: _____	
Company Name: _____	City/State/Zip: _____	

Brand Program Information: This Information is REQUIRED before a UPC will be issued.

Brand: _____   Program: _____   POS # _____

Program Description: (Please Be Specific) _____

Audience Reached:	Timing:		Sweepstakes	Capture Names?: ☐ Yes ☐ No
☐ Offensive	☐ Yearly	☐ Winter	Entry?	
☐ Defensive	☐ Quarterly	☐ Spring	☐ Yes	OCR CODED? ☐ Yes ☐ No
☐ Both	☐ Holiday	☐ Summer	☐ No	
	☐ Other	☐ Fall		

Coupon Distribution Information: This Information is REQUIRED before a UPC will be issued.

Is this a (check one)   ☐ Serialized Coupon   ☐ Non-Serialized Coupon   ☐ Sticker

Distribution Date: __/__/95   Expiration Date: __/__/95   Estimated Coupon Redemption Rate: _____ %

Total Circulation: _____   Max. Redemp. Cost/Coupon: $ _____ %

Will Coupons /Stickers Be Distributed:

☐ Nationally   Will the distribution include military?
☐ Regionally (see below)   ☐ Yes
☒ Specific Markets (see below)   ☒ No
☐ On a Test Basis

Method of Distribution (check only one per UPC):

☐ Magazine On Page (001)	☐ ROP/Newsp. Co-op (008)	☐ Hand Distribution (012)	☐ ON-Pack-Own Product (018)
☐ Magazine Tip-In (002)	☐ Sunday Supp.-Single (007)	☐ Retailer Coupon (013)	☐ Immediately Redeemable (020)
☐ Magazine Special Unit (003)	☐ Sunday Supp.-Co-op (008)	☐ Direct Mail - Solo (014)	☐ All Other: _____ (025)
☐ Control Circ. Magazine (004)	☒ FSI Inserts - Solo (010)	☐ Direct Mail - Co-op (015)	Please Explain
☐ ROP/Newsp. Single (005)	☐ FSI Inserts - Co-op (011)	☐ In-Pack-Own Product (016)	

Offer Information: This Information is REQUIRED before a UPC will be issued.

Face Value: $ _____   Terms of Offer: (Describe completely) _____

Discount Offered: _____ %
(% of Face Value/Purchase Price)

or Check One Below

☐ B1G1F	☐ B2G 50¢ Off	☐ $1.00 Off Carton	☐ $2.50 Off Carton	☐ Other - Provide Details Above
☐ B2G1F	☐ B3G 50¢ Off	☐ $1.50 Off Carton	☐ $3.00 Off Carton	
☐ B3G1F	☐ Free Pack	☒ $2.00 Off Carton	☐ Checker Intervention	

FOR COUPONS ONLY

Distribution break by PM Region:		Distribution break by Market					
PM Region	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Released (000)
1							
2							
3							
4							
5							
Total							

Approvals

	Date:
Brand/Military/Sales: _____	_____
Purchasing: _____	_____
Market Research: _____	_____
Finance: _____	_____

For Promotional Fulfillment Use Only

UPC CODER ASSIGNED: 41082 - 04679

Date Assigned: 4 / 3 / 95   Assigned By: Laura R. Rockwell

AFTER UPC CODE ASSIGNMENT FOLLOW INSTRUCTIONS ON BACK OF FORM.

WHITE-Accounting   GREEN-Media   YELLOW-Market Research   PINK-Purchasing   GOLDEN ROD-Requester

#4003F
PM USA/REV 0/94

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INSTRUCTIONS

1. **REQUESTER (BRAND, MILITARY, OR SALES):**

   Complete the data sheet for all coupons and stickers which require a UPC and offer code. Obtain Departmental Manager approval, retain golden rod copy and submit the completed form to PURCHASING.

2. **PURCHASING:**

   Review and approve the data sheet. Assign a UPC/offer code and have COMPOSITION generate film for artwork. Retain pink copy and submit the form to MARKET RESEARCH.

3. **MARKET RESEARCH:**

   Review and approve the data sheet, retain yellow copy and submit the form to ACCOUNTING.

4. **ACCOUNTING:**

   Review and approve the data sheet. Enter the coupon data into both the PM-USA and CMS redemption systems. Retain the white copy and forward the green copy to media.

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PM USA/REV 9/94